

The Future for Transport in the GTHA is Complete Mobility

Transportation in the future is going to be very different than it is today. Cities that want to be globally competitive will have to embrace “Complete Mobility” – transport systems that are fully integrated and offer a seamless service that is valued by users.

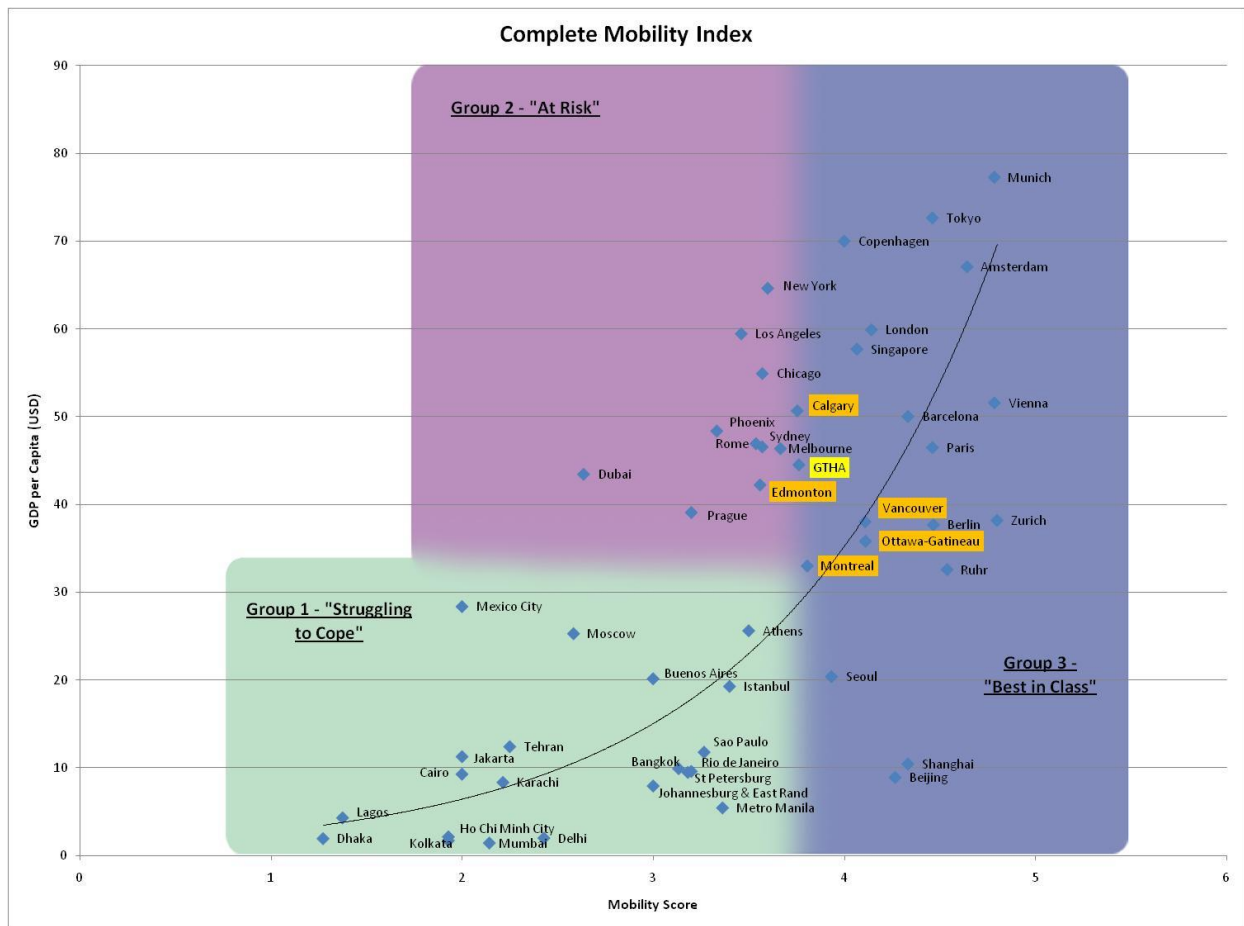
As city regions develop and grow, people’s lives become more complex and they need services that are more personalised. In the future, planning based on separate modes of transport will go and the constant debate about car versus transit will be irrelevant. Systems will complement each other and the best option will be offered to the user.

A day in the life with Complete Mobility in the GTHA would allow anyone with a computer or mobile device to access a region-wide Mobility Manager (MM) system. The system would register and track a user’s presence, notify them about transport delays, and suggest alternative routes to get to their destination. For example, if there is a train delay, options would be provided to take the bus, order a taxi, book a car club car, or book a bicycle. MM accounts would also function as a demand management tool and provide a platform for e-commerce.

Users would receive discounts, accumulate carbon credits, and receive special offers for using public transit or taking trips at off-peak times. These offers could be redeemed for a variety of

services such as discounted restaurant meals or health club membership.

Cities around the world are responding to this challenge but with varying rates of progress. As part of our research at MRC McLean Hazel (part of the MMM Group headquartered in Toronto), we have developed a global Mobility Index and related it to the GDP per capita for cities. This index shows that cities are in three groups – those that are Struggling to Cope, those that At Risk because their mobility investment is not keeping pace with their growth, and those that are the Best in Class. Every city on the development curve is striving to move up the curve to Best in Class. No city has yet reached the end state of this process – Complete Mobility.



Advances in technology and retailing mean that Complete Mobility can be delivered to the user now. Not only does it offer a personalised mobility management service to each individual person and business, it opens up large new funding streams to address the funding shortfall that most cities face.

Cities around the world are moving towards Complete Mobility. In Hong Kong, for example, the Octopus mobility card can be used as a security card, a retail card for small purchases, and a transport card. It is estimated that in 2013, total revenues will

be over \$18 billion, half of which will come from non-transport services. In Edinburgh, Scotland a new I-phone app can tell users the location of each bus and when it will arrive at any bus stop in real time. These examples will not be optional extras in the future if the GTHA is to be globally competitive – it will simply have to move this way.

The GTHA has made good progress – Metrolinx’s Big Move is one of best strategy documents I’ve seen. Given future population growth and mobility demands, however, it will not be enough. The public and private sectors will have to work together to build on The Big Move and develop the future pathway to Complete Mobility. It’s what users want, it’s politically attractive, and it potentially raises new funding to improve mobility services.

A Complete Mobility system, however, challenges governance because it has to be planned, delivered and operated as one system. The public sector will need to shape and monitor the system and the private sector will run it. At the core will be a mobility management system that balances supply and demand by understanding user needs and nudging their trip-making through choice and incentives, not coercion...

The GTHA is well placed to deliver Complete Mobility. The companies are here, the governance (building on Metrolinx) is being put in place and The Big Move is a great start. Complete

Mobility offers an end state that is exciting and attractive. It brings significant new revenue streams and better service to users.